

REMARKS

Claims 1-41 are pending in the application.

Claims 1-41 are subject to a restriction requirement.

I. Restriction Requirement

The Office Action asserts that claims 1-13, as a first grouping, claims 14-37, as a second grouping, and claims 38-41, as a third grouping, are drawn to separate and distinct inventions, and requires restriction by the Applicants to the prosecution in this application for only one claim grouping. While Applicants are not in agreement with the Office Action position, and seek reconsideration hereafter, they provisionally elect the invention of claims 14-37 for examination herein.

The essential thrust of the invention disclosed in the present application is that of targeting advertising sent via the internet based on profile information obtained about a user requesting access to a particular internet site. Although the Applicants do not challenge the Examiner's assertion that the invention of claims 38-41 constitutes a distinct invention from the subject matter of claims 1-37, they respectfully submit that all of claims 1-37 are drawn to common inventive subject matter and request reconsideration of the Examiner's determination that this claim set is directed to two separate inventions.

As the Examiner recognizes, claims 14-37 are directed to a method for selecting advertisements to be sent via the internet based on determined user profile information. While Applicants acknowledge the Examiner's point that claims 1-13 are particularly directed to user location as an advertisement targeting parameter, they respectfully submit that such location information is included in the general category of user profile information, and accordingly

that the claims in the claim 1-13 grouping are a subset of the user-profile claims of the claims 14-37 grouping, and do not constitute a separate invention.

The Applicants therefore respectfully request that the restriction requirement as between claim group 1-13 and claim group 14-37 be withdrawn and that they be permitted to elect all of claims 1-37 for examination and further prosecution in this application.

Please address all correspondence to John A. Ligon, Law Office of John Ligon, P.O. Box 281, Atlantic Highlands, NJ 07716. Telephone calls should be made to the undersigned at (732) 872-3330.

Please charge any fees due to Deposit Account No. 50-1944.

Respectfully submitted,

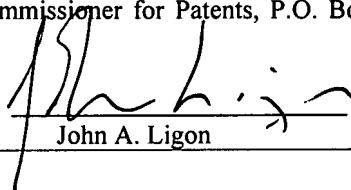


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Dated: May 7, 2007

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I hereby certify that this Response to Office Action is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313 on May 7, 2007.

By: 
John A. Ligon